

What is claimed is:

1. A related item recommending system comprising:

a related information storing memory which stores purchase items and related items,
wherein said related items are related to said purchase items; and

5 a controller which accepts a specification of a purchase item, and which searches
said related information storing memory for a related item that is related to the specified
purchase item.

2. The related item recommending system according to claim 1, further
comprising a sales history storing memory which stores sales history information
10 representative of items that are sold together, and wherein said controller stores a related
item in said related information storing memory based on said sales history information.

3. The related item recommending system according to claim 2, wherein said
controller stores items whose probability of simultaneous purchase is more than a
reference value in said related information storing memory based on the sales history
15 information stored in said sales history storing memory.

4. The related item recommending system according to claim 1, wherein said
related information storing memory stores a relationship between a purchase item, an
option item to be used as an option with said purchase item and/or a consumable item to
be consumed in said purchase item, and wherein said controller recommends the option
20 item and/or consumable item.

5. The related item recommending system according to claim 1, wherein said
controller transmits information for offering the purchase items to a client via a network
shopping system, accepts selection of any one of the offered items, generates information
of an item relating to the selected item, and transmits the generated information to the
25 client via the network shopping system.

6. The related item recommending system according to claim 2, wherein said

sales history storing memory stores the history of items sold together by a store and/or a salesperson and the history of items sold together via a network.

7. A related item recommending method comprising:
defining relationship information for a plurality of items;
5 accepting a selection of an item from a client via a network;
determining a related item relating to the selected item based on said relationship information;
offering the related item to said client via the network; and
accepting a selection of the offered related item.
- 10 8. The method according to claim 7, wherein sales information relating to items that are sold together is recorded, and wherein the determination of the related item is based on the recorded sales information.
9. The method according to claim 8, further comprising the step of determining items whose probability of simultaneous purchase is more than a reference value.
- 15 10. The method according to claim 8, wherein said recorded sales information includes the history of items sold together by a store and/or a salesperson and the history of items sold together via said network.
11. The method according to claim 7, wherein said relationship information relates a purchase item, an option item to be used as an option with said purchase item,
20 and/or a consumable item to be consumed in said purchase item, to each other, and wherein the option item and/or consumable item are recommended when the purchase item is specified.
12. A program for controlling a computer or a group of computers to perform the steps of:
25 accepting specification of a purchase target item; and
subsequently, searching for an item related to the purchase target item in a memory

which stores relationship information for a plurality of related items.

13. An item recommending system for recommending a related item at the time of purchasing a purchase item, said system comprising:

a client database which stores an item that a client possesses;

5 a related information storing memory which contains relationship information concerning purchase items and related items;

a possessed item extractor which, in response to client information, extracts from said client database the item that said client possesses;

a related item extractor which extracts, from said relationship information stored in
10 said related information storing memory, an item related to the extracted item; and
a recommendation section which recommends the purchase of the related item extracted by said related item extractor.

14. The system according to claim 13, wherein said client database stores discount information corresponding to a discount rate of a sales price with respect to each
15 client, and said recommendation section recommends the item in a mode that reflects the discount rate corresponding to said stored discount information.

15. The system according to claim 13, further comprising:

a receiver which receives identification information transmitted via a network to accept a log-in based on said identification information; and

20 a specifier which specifies the client based on said received identification information, wherein said possessed item extractor specifies the client from the received identification information and extracts the item that the specified client possesses from said client database.

16. The system according to claim 13, further comprising:

25 means for inputting item purchase information of each client; and

means for adding an item that the client possesses to said client database based on

the item purchase information.

17. The system according to claim 13, wherein said related information storing memory stores a plurality of purchase items, an option item to be used as an option in each purchase item and/or a consumable item to be consumed in said purchase items, and
- 5 said related information storing memory recommends the option item relating to the purchase item that the client possesses and/or the consumable item.

18. The system according to claim 13, further comprising:
- a sales history storing memory which stores a sales history; and
- a memory which stores information on items whose probability of simultaneous
- 10 purchase is more than a reference value to said related information storing memory based on the sales history stored in said sales history storing memory.

19. The system according to claim 18, wherein said sales history storing memory stores both the history of items sold together by a store and/or a salesperson and the history of items sold together via a network.

- 15 20. An online shopping system that is capable of reflecting a price discount rate which is used in a business transaction at a store, said system comprising:

- a client database which records information of a client;
- a discount memory which registers discount information into said client database, where said discount information corresponds to the price discount rate used in the
- 20 business transaction at the store; and
- a controller which sets a price of an item offered to the client as a purchase target to a value that reflects the discount information registered in said client database.

21. An item recommending method comprising:
- defining relationship information for a plurality of items;
- 25 storing client information indicative of an item that each client possesses;
- specifying a client of an access source in response to access via a network;

- specifying a possessed item that the specified client possesses;
determining, based on said relationship information, an item that is related to the specified possessed item; and
offering the determined related item via the network.
- 5 22. A method comprising:
registering discount information corresponding to a price discount rate used in a business transaction at a sales store;
specifying a client of an access source in response to access via a network;
specifying a price discount rate of an item offered to the specified client from said
10 discount information; and
setting a price of an item offered to the client as a purchase target to a value that reflects the specified price discount rate.
- 15 23. A program for controlling a computer to perform:
extracting an item that a client possesses from a client database;
extracting a related item relating to the extracted item from a related information
database, wherein said related information database stores information relating possessed
and related items to each other; and
outputting a signal for recommending the purchase of the extracted related item to
the client.
- 20 24. A program for controlling a computer to perform:
specifying a client of an access source in response to access via a network from a server in an online shopping system;
setting a discount rate of an item offered to the specified client based on a price discount rate in a business transaction at a store; and
25 setting a price of an item offered to the client as a purchase target to a price that reflects the set discount rate to generate a signal for offering a set value to the client.

25. A selection supporting apparatus for a subordinate item comprising:

- an item information storing memory which classifies a plurality of items into an item classification indicative of main items and subordinate items subordinate to said main items to divide the main items into a plurality of item categories to be related to
- 5 each other and stored;
- a specifier which specifies an item classification of a desired item and an item category of the main item;
- a display which displays a list of main items belonging to the item category specified by said specifier;
- 10 a selector which selects an arbitrary main item from said list; and
- an extractor which extracts an item applicable to the main item selected by said selector and belonging to the item classification specified by said specifier from said item information storing memory.

26. The selection supporting apparatus according to claim 25, wherein said item
- 15 information storing memory classifies the plurality of items into item classifications indicative of a main item, an option item to be used as an option with said main item and/or a consumable item.

27. The selection supporting apparatus according to claim 25, wherein said specifier includes:

- 20 a classification specifier which specifies the item classifications;
- a transmitter which transmits a signal for displaying a list of item categories in response to specification by said classification specifier; and
- a controller which accepts a signal for selecting an arbitrary item category from said list.

- 25 28. The selection supporting apparatus according to claim 25, said apparatus being for use in a network, and wherein:

said specifier includes a controller which accepts specification from a client via the network;

said display includes a transmitter which transmits a signal for displaying a list of main items belonging to said specified item category via the network;

5 said selector includes a controller which accepts a signal for selecting an arbitrary main item from said list; and

said extractor extracts an item applicable to the selected main item and belonging to the specified item classification from said item information storing memory.

29. A method for selecting a subordinate item comprising:

10 selecting an item classification;

offering a first list of item categories of main items in response to the selection of the item classification;

accepting the selection of the item category from the offered first list;

offering a second list of the main items belonging to the selected category in

15 response to the selection of the item category;

accepting the selection of the main item from the offered second list; and

extracting an item applicable to the selected item and belonging to the selected item classification in response to the selection of the item from an item information database that classifies a plurality of items into item classifications indicative of main items and

20 subordinate items subordinate to said main items and divides the main items into a plurality of item categories and stores the main items to be associated with each other.

30. A program for controlling a computer to perform:

specifying an item category and an item classification;

displaying a list of items belonging to the specified item category, and selecting an

25 arbitrary item from said list; and

extracting an item applicable to the selected item and belonging to the selected item

classification in response to the selection of an item from an item information database that classifies a plurality of items into item classifications indicative of main items and subordinate items subordinate to said main items and divides the main items into a plurality of item categories and stores the main items to be associated with each other.

5 31. A network system comprising:

a memory which stores identification information of a business organization and identification information of at least one individual belonging to said business organization;

10 an inputting section which inputs, at a log-in time via a network, identification information of said business organization and identification information of said individual belonging to said business organization;

a determiner which determines whether or not the input identification information of said business organization and said individual correspond to information stored in said memory; and

15 a discriminator which discriminates whether a log-in is accepted or rejected in accordance with a result of the determination.

20 32. The network system according to claim 31, wherein said memory stores identification information of said business organization and identification information of individual belonging to said business organization regarding said business organization and stores identification information of said individual regarding said individuals, and said inputting section inputs identification information of said business organization and identification information of individual belonging to said business organization regarding said business organization and inputs identification information of said individual regarding said individual.

25 33. The network system according to claim 31, wherein the identification information of the business organization is an identification code, and the identification

information of the individual includes an identification code and a password.

34. The network system according to claim 31, wherein said network configures a network shopping system that selects an item and accepts a purchase order via the network, and further comprises a memory, which is connected to a store system that processes the business operations of the store performing the business activities to a client, and stores a store in charge by business organization, when determined that the client is the business organization by the determination at said log-in time, the memory notifies the store system of the store in charge of the client of sales information, the store system executes bill processing of the store and bill processing with respect to the sales via the network shopping notified from said network system.

35. The network system according to claim 34, wherein said network system sells an item to the business organization at a discount rate corresponding to a discount rate that each store carries out with respect to the business organization.

36. The network system according to claim 34, further comprising a page information generator which obtains an attribute, from said memory, of a person accessing the system when said discriminator recognizes log-in, and generates page information corresponding to the obtained attribute.

37. The network system according to claim 36, wherein said attribute is information relating to an individual duty of the business organization, and said page information generator generates page information relating to a duty fixed from the attribute.

38. The network system according to claim 36, further comprising means for editing the content of the page information based on an instruction from a user.

39. A log-in method comprising:
inputting, via a network, identification information of a business organization and identification information of an individual belonging to said business organization;

determining whether the input identification information of said business organization and said individual is registered as a person who can log in; and
deciding whether log-in is accepted or rejected in accordance with the determination result.

- 5 40. A program causing a computer to execute processing for:
 inputting, at a log-in time via a network, identification information of a business organization and identification information of an individual belonging to said business organization;

- determining whether the input identification information of said business
10 organization and said individual is registered as a person who can log in; and
 deciding whether log-in is accepted or rejected in accordance with the determination result.